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ABSTRACT

This second national survey of public radio stations' involvement in educational services to schools, colleges, and universities was conducted by the Corporation for Public Broadcasting (CPB) for use by individual public radio stations, educational agencies, and other organizations interested and involved in planning public radio's services to American education. Findings, which are based upon responses to a survey of 191 out of a possible 202 CPB-qualified radio stations, reveal that 78 stations provided education services in 1978-79. Ten of the stations provided K-12 services only; 53 provided post-secondary services only; and 15 provided both K-12 and postsecondary services. This report also provides detailed information on staffing, utilization services, volunteers, curriculum materials, sub-channel converters, coordination with television, and audience interaction, as well as information about the future plans of the stations with regard to educational services. Also included are tables of data, a copy of the survey instrument, and a list of the stations surveyed along with the educational services provided by each one. (LLS)

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A Study of Public Radio Stations' Educational Services 1978-79

Office of Educational Activities
Corporation for Public Broadcasting

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Preface

In 1975, the Corporation for Public Broadcasting's Office of Educational Activities initiated the first national study of public radio stations' involvement in educational services to schools, colleges and universities.

Based upon the success of the 1975-76 study, a second survey of educational services provided by public radio stations was conducted in 1978-79. This document is a report of the findings from that study. It is hoped that this report will be useful to individual public radio stations, educational agencies and other organizations interested and involved in planning public radio's services to American education.

There are two aspects of the second study which should be noted. First, the initial survey instrument was expanded and improved through the participation and suggestions of representatives from public radio stations. Second, the data, in some places, under-report the true picture because some stations known to be providing instructional services failed to return the detailed questionnaire.

This study has been conducted for CPB's Office of Educational Activities with assistance from CPB's Offices of Radio Activities, Communications Research and Computer and Information Services. The Dagar Corporation and Ms. Joan H. Katz of the CPB staff also were responsible for facilitating the publication of this report. The efforts of Ms. Patricia Paz in preparing the drafts and final manuscripts of this report are also appreciated.

Howard Spergel
Consultant
Washington, D.C.
September 1980

I. SUMMARY OF MAJOR FINDINGS

A. The Public Radio Stations

- 191 of the 202 CPB-qualified radio stations (95%) responded to an initial postcard screener for this survey. Through that screener and follow up phone calls, it was found that 78 stations* provided educational services in 1978-79:

  10 provided K-12 services only;

  53 provided post-secondary services only;

  15 provided both K-12 and post-secondary services.

  Because 16 stations did not return the detailed questionnaire, the information presented in this report is based on only those 62 stations which completed that questionnaire.

B. K-12 Educational Services

- Twenty-one stations reported K-12 services in 1978-79. Seven stations had a full-time K-12 educational director.

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* In a special telephone follow-up of non-respondents to the second phase, 16 stations provided educational services (see Appendix C). But their services are not included in the analyses presented in this report, other than in A above.

- o Twelve stations had other full-time educational staff members and 14 stations had access to educational staff of other agencies (e.g. State or Local Department of Education). There were 28 full-time K-12 educational staff members at the 21 stations, assisted by 58 educational staff members at related organizations.
- o The average number of educational series broadcast was 21 elementary and nine secondary; however, the median (mid-point) was 11 elementary and seven secondary series and the mode (most common) was one elementary and two secondary series.
- o 17 stations produced as well as broadcast series--510 programs in 29 series.
- o Only one used SCA for K-12 program services.
- o 16 provided utilization services.
- o 18 stations provided 23,150 guides to the estimated 60,000 teachers who used their K-12 radio series in 1978-79.
- o Stations estimated serving 1.2 million students.

C. Post-Secondary Educational Services

- o 52 stations reported post-secondary services in 1978-79:

  32 broadcast informal adult education series;

  28 broadcast formal series;

  9 broadcast in-service series.

- o 13 stations had 13 full-time post-secondary employees and 22 part-time post-secondary employees for a total of 35 post-secondary employees at the stations.
- o Stations reported 8,762 enrollments at 54 colleges for the 57 formal series broadcast and 324 enrollments for the 11 in-service series broadcast.
- o 6 stations reported a total of 12 series which were audience interactive.

D. The Future

- o 54 of the 62 respondents offering educational services would use more educational programming from national sources if it were available. Greatest interest is at the post-secondary level.
- o Main-channel is preferred for informal adult education series, sub-channel for in-service series and formal post-secondary series, and tape/cassette for K-12 series.

II. INTRODUCTION

A. Purpose

The results of the second comprehensive, national survey of educational services provided by public radio stations are presented in this report. Based upon data covering the period from July 1, 1978 to June 30, 1979, the report describes and analyzes the educational services provided by public radio stations to elementary, secondary and post-secondary educational institutions and learners throughout the United States.

The data gathered in this report were obtained through a process which involved all 202-qualified public radio stations which existed in Fall 1978 and Spring 1979.

This study is intended to assist the management of public radio stations and educational institutions in examining the educational services provided in local broadcasting areas. Also, it is intended to support other national organizations involved in public radio. As the second survey report, it is expected that the data will provide a basis for the identification of trends which can be measured against data contained in the initial study.

The public radio study is part of a comprehensive, long-range plan to document and report the educational services provided by all public broadcasters. This study represents half of the 1978-79 survey, which includes a separate survey of educational services (e.g., programming, support materials, school visits) offered by public television licensees.

B. Methodologies

In the fall of 1978, each of the 202 CPB-qualified public radio stations in the 50 states, D.C., and U.S. Territories was sent a screener survey to determine which stations provided educational services of any sort. Of the 202 stations, 191 responded, a response rate of 95 per cent. Of all the stations, 88 (44 per cent) reported that they provided some educational services.

The 88 stations reporting some educational services were then mailed a copy of the Biennial Educational Radio Survey instrument for 1978-79. Of the 88 surveys mailed to public radio stations, a total of 72 (82 per cent) were completed and returned. (The 72 respondents also represent 36 per cent of the nation's 202 CPB-qualified public radio stations.) The 16 additional stations who indicated in the screener that they provided educational services, but who did not

respond to the detailed survey, were contacted by phone. A list of those stations and the educational services they provide is contained in Appendix C. Those stations were not included in the analyses contained in this report.

Although 72 responses were received, 10 of the respondents reversed the information reported on the screener and indicated that they provided neither K-12 nor post-secondary programming or services. Those 10 respondents were dropped from this study.

Consequently, the anlyses in this report are based on the experiences of 62 licensees, 11 of which offer both K-12 services and post-secondary services, 10 of which offer K-12 services only, and 41 of which offer only post-secondary services.

C. Limitations

Despite the improvement of the survey instrument from the initial public radio survey and experiences with the instructional television surveys, public radio stations were frequently unable to provide some of the information requested. This characteristic was noted in the initial public radio survey as well. This deficiency seems to result from small staffs and a lack of systematic attention to educational services.

D. Data Analyses

In the following sections of the report, the data are presented in raw form or numbers (N) and in percentages. The Statistical Package for the Social Sciences (SPSS) was used for all data analyses.

III. THE FINDINGS

A. Background Data

Most of the analyses presented in this section require that educational services are offered. Therefore, it should be noted that the analyses involve the 62 of the 202 public radio stations (31 per cent) that provided detailed data on their educational services. Throughout this report, each table will specify which portion of the responding group is examined.

Types of Licencees

Each public radio station is identified by its license holder as one of four types: University, community, local authority or state authority. The distribution of the 62 respondents which provide educational services is compared to the distribution of the total universe of 202 stations in Table 1. University and community stations were slightly underrepresented and local authority and state authority licensees were slightly overrepresented.

Table 1

Response by Station Type

	This Sample		All CPB-Qualified Radio Stations		Row
	N	Per cent	N	Per cent	Per cent
University	35	57	128	63	25
Community	9	15	43	21	19
Local Authority	11	18	23	11	48
State Authority	7	11	8	4	63
Total	62*	100	202	100	

* CPB-qualified stations which provided data on their educational services.

Geographic Region

Each public radio station is situated in one of four geographic regions in the United States and its territories: Central, East, South and West. The distribution of the respondents who provide educational services differs from the geographic distribution of all CPB-qualified radio stations (shown in Table 2) in that the East tended to be underrepresented and the West overrepresented.

Table 2

Stations by Region

	This Study		All CPB-Qualified Radio Stations		Row
	N	Per cent	N	Per cent	Per cent
Central	24	39	76	38	32
East	5	8	31	15	16
South	14	23	46	23	30
West	19	31	48	24	40
Outlying Areas	--	--	1	1	
Total	62*	100	202	100	

* CPB-qualified stations which provided data on their educational services.

Budget Size

The stations are divided into four budget categories as shown in Table 3. The distribution of respondents who provide educational services roughly parallels the budget size distribution of all CPB-qualified radio stations.

Table 3

Stations by Budget Size

	This Study		All CPB-Qualified Radio Stations		
	N	Per cent	N	Per cent	Row Per cent
Less than $150,000	11	18	46	23	24
$150,000-$299,000	29	47	98	49	27
$300,000-$499,000	12	19	30	15	37
$500,000-& more	10	16	28	14	32
Total	62*	100	202	100	

* CPB-qualified stations which provided data on their educational services.

B. K-12 Educational Radio Services

Twenty-one stations (10 per cent of the 202 CPB-qualified-public radio stations and 31 per cent of the 62 stations which provide any educational services) indicated that they provide K-12 services. (See Table 4.) Providing K-12 services meant broadcasting one or more K-12 series and, in some cases, providing curriculum materials, utilization services, etc.

Table 4

Provide K-12 Educational Services

	N	Per cent
Programming only	10	48
Programming and other services	11	52
Total	21	100

Educational Radio Staffs

Only seven (33 per cent) of the 21 respondents which provide K-12 educational services have full-time K-12 instructional radio directors on the payroll. Fourteen (67 per cent) of the 21 public radio stations offering K-12 services indicated that the director's job was a part-time responsibility. The average number of full-time K-12 instructional personnel at each of the 21 stations is one. (A total of 28 persons in the system.)

Other responsibilities performed by instructional radio directors, who did not have full-time responsibility for K-12 educational services, included the following: Post-secondary services (four stations, 19 per cent); station management (eight stations, 38 per cent); programming for ITV-PTV (eight stations, 38 per cent); development (three stations, 14 per cent) and other responsibilities (five stations, 24 per cent).

Fourteen stations (67 per cent) reported that 58 personnel from other educational agencies were assisting in the provision of K-12 services, an average of four persons per station. The range was from zero to twenty-seven persons per station.

Utilization Services

Of the 21 respondents which provide K-12 services, 16 (76 per cent) provide one or more utilization services. Major utilization services included (in rank order) workshops, school visits, conferences and broadcast programs on utilization.

Table 5

Utilization Services

	N	Per cent*
Workshops	12	57
School Visits	11	52
Conferences	11	52
Utilization Broadcasts	6	29

* Based on 21 stations which provided data on their K-12 services.

Of the 16 stations providing K-12 utilization services, 13 stations (81 per cent) employ a total of 26 full-time utilization specialists. In addition, 15 stations (94 per cent) employ a total of 32 part-time utilization specialists, an average of two persons for each station. Only two (13 per cent) of the stations reported that they charge a fee for utilization services in addition to any regular "membership" fees they might charge to schools.

Use of Volunteers and College Trainees

Six (29 per cent) of the 21 stations which provide K-12 services reported that volunteers and college trainees are used to provide educational services. In general, volunteers and trainees are used in the areas of promotion, production and clerical support. The full impact of the use of volunteers is not clear, however, because 15 stations (67 per cent) failed to respond to this section of the survey.

Potential and Actual School Enrollment

Public radio stations were asked to estimate the total number of school districts, buildings, students and teachers in their listening areas. They also were asked to estimate the number of each category using the service. Eleven of the 21 stations providing K-12 services were unable to respond to most of the six categories requiring estimated data, including requests for actual enrollment data.

The limited data available indicate that by their own accounting, the responding stations are serving an estimated 1.2 millions students.

Table 6

School Enrollments

Potential K-12 Enrollments	Public N Responding*	Public N Reported	Non-Public N Responding*	Non-Public N Reported
# Districts/ Diocese	9	2,153	5	938
# School Buildings	9	3,660	5	1,320
# Students	13	4,214,838	6	257,646
# Teachers	12	186,339	5	12,501
K-12 Users				
# Districts/ Diocese	7	407	4	317
# School Buildings	8	2,723	4	321
# Students	10	1,151,386	4	58,935
# Teachers	10	56,480	4	3,898

* Maximum responses based on 21 stations which provided data on their K-12 services.

Production of Educational Radio Programs

Public radio stations providing K-12 services were asked to provide information about programming they produced during the 1978-79 school year. The requested information included the title of series or programs, the number of programs, the length of programs, the distribution availability of the programming, the subject matter and intended grade levels and programmirg which was cooperatively produced.

Responses to the question indicated that 17 stations (81 per cent) produced 29 series for a total of 592 programs.

The most common length of the K-12 educational programs was 15 minutes. Sixteen of the series (55 per cent) were not available for distribution; seven (24 per cent) of the series were available, but from unspecified sources; four (14 per cent) were available from local radio stations; two (seven per cent) were available from National Public Radio. Approximately 62 per cent of the productions were intended for elementary school audiences and 38 per cent for secondary school audiences.

Most programs were produced for students (in rank order) in grades four, six and nine. K-12 programming was most frequently produced in the area of language arts.

Other available subject areas included foreign language, social sciences, general interest programming, career education, environmental studies, and music and interpersonal relations, as reflected in Table 7.

Table 7

Subject Areas of Educational Radio Production

	N of Series	Per cent*
Language Arts (including reading)	11	25
Music	3	7
General Interest	2	5
Social Studies	2	5
Career Education	1	2
Foreign Languages	1	2
Interpersonal Relations	1	2
Environmental Studies	1	2
Black Studies	1	2

* Based on the 29 series reportedly produced during 1978-79; multiple responses were permitted.

Broadcast of K-12 Educational Programs

As in 1975-76, most of the 21 stations providing K-12 services broadcast programs for all grades, K-12. For example, 16 (76 per cent) reported that the lowest grade level served was kindergarten and 14 stations (67 per cent) reported that the highest grade level served was grade 12.

The 21 respondents who provide K-12 services broadcast an average of 21 elementary level series (the range was from one to 62, the median or mid-point was 11 and the mode, or most common response, was one) and nine secondary level series (the range was from one to 20, the median was seven, the mode two). In all, public radio stations which broadcast any K-12 programs broadcast a total average of 30 elementary and secondary series.

Leading among the stations which broadcast K-12 programs in 1978-79 were: WEPR-FM, Clemson, SC; WCBE-FM, Columbus, OH; KBPS-AM, Portland, OR; WFBE-FM, Flint, MI; WIAN-FM, Indianapolis, IN: KLON-FM. Long Beach, CA; KOAP-FM,Portland, OR; KOAC-AM, Corvallis, OR; and WABE-FM, Atlanta, GA. Each broadcast 20 or more K-12 educational series in 1978-79.

Availability of Curriculum Materials

Eighteen of the 21 stations (86 per cent) which provide K-12 services make available teacher and/or student curriculum materials for the series they broadcast. The materials, available about equally from the station and other agencies such as state deparatments of education, are usually available without charge, or distributed as part of the station's service to the schools they serve. Stations reported distributing 7,800 individual series guides and 15,350 combined guides for a total of 23,150 guides. If an estimated 60,000 teachers were using instructional series (See Table 6), it would seem that at least 37,000 teachers were using those series without the benefit of study guides, or were sharing guides with other teachers.

Table 8

Availability of Curriculum Materials

	From Stations		From Other Agencies	
	N	Per cent*	N	Per cent*
For Teachers	6	29	7	33
For Students	1	5	6	29
# Individual Series Guides	7,800	--	--	--
# Combined Guides	15,350	--	--	--

* Based on 21 stations which provided data on their K-12 services.

Other Materials

In addition to curriculum materials, over four-fifths of the stations provide other print information related to their educational services. In this study, promotion materials were found to be the most frequently distributed.

Table 9

Other Materials

	N	Per cent*
Technical Information	11	52
Printed Surveys	9	43
Promotion Materials	14	67
In-Service Information	11	52

* Based on 21 stations which provided data on their K-12 services.

Sub-channel Converters

One station of the 21 stations providing K-12 services reported that it made sub-channel converters available to schools or individual listeners. The responding station did not charge for the rental of its converters.

Coordination with Television

Four of the 21 stations (19 per cent) indicated that they broadcast eight K-12 instructional radio series which were coordinated with television series. Five of the eight series were music series, one was a foreign language series and two were children's general interest series.

Audience Interaction

Two of the 21 stations (10 per cent) indicated that they each broadcast one K-12 audience interactive instructional series. Both dealt with writing skills.

Programming/Scheduling Decisions

Fifteen of 21 stations (71 per cent) involve teachers in making programming decisions and 13 (62 per cent) stations involve groups outside the stations in making scheduling decisions for K-12 programming.

Table 10

Programming/Scheduling Decisions

	Programming Decisions		Scheduling Decisions	
	N	Per cent*	N	Per cent*
Licensee only	6	29	8	38
Curriculum Committee	12	57	9	43
Teachers	15	71	10	48
Students	7	33	0	0
General Education Committee	7	33	7	33
State Department of Education	6	29	5	24
Parents	3	14	3	14
College Personnel	4	19	0	0
Others	5	24	7	33

* Based on 21 stations which provided data on their K-12 services.

Involvement of Special Groups

As shown in Table 11, special programming for minorities and representation of minorities on Advisory Committees are the two major ways in which special groups are involved in K-12 educational services.

Table 11

Involvement of Special Groups

Groups	Special Programming N	Special Programming Per cent*	Outreach Services N	Outreach Services Per cent*	Advisory Committee N	Advisory Committee Per cent*
Handicapped	3	14	0	0	3	14
Gifted	2	10	1	5	4	19
Minorities	7	33	1	5	6	29
Women	3	14	0	0	3	14
Parents	4	19	0	0	0	0

* Based on 21 stations which provided data on their K-12 services.

Other K-12 Services

Nine of the 21 stations which provide K-12 services (43 per cent) reported that there were other services provided to shcols in their areas. Four mentioned that they provide audiotape copies of programs they broadcast and/or have in their libraries. One teaches studio production techniques to K-12 students, one provides scripts of selected series to the hearing impaired and three have regular instructional newsletters.

Contracting for K-12 Services

Of the 21 stations providing K-12 services, nine stations (43 per cent) provide elementary service under formal agreements (contracts or written agreements or as required by legislation or regulation). Two stations (10 per cent) provide elementary service under informal arrangements (e.g., verbal arrangement) while three stations (14 per cent) provide elementary service without agreements. Eight stations did not respond to this question.

On the secondary level, nine stations (43 per cent) provide service under formal agreements. Three stations (14 per cent) provide secondary services under informal arrangements and one station (five per cent) provides secondary services without agreements.

Table 12

Contracting for Services

	Formal Agreements		Informal Agreements		No Agreements	
	N	Per cent*	N	Per cent*	N	Per cent*
Elementary	9	43	2	10	3	14
Secondary	9	43	3	14	1	5

* Based on the 21 stations which provided data on their K-12 services.

C. Post-Secondary Educational Radio Services

This study identified 52 CPB-qualified public radio stations which provide post-secondary educational programming and/or support services: 38 provide programming only, and 14 provide programming and other services. That represents 26 per cent of the 202 CPB-qualified public radio stations and 84 per cent of the 62 stations which reported data on educational services.

Staffing

Only two of the 52 stations (four per cent) which provide some post-secondary services have an individual with full-time responsibility for directing that service. In stations where responsibility for post-secondary services is shared with other responsibilities within the station, those other responsibilities include: K-12 service (six stations--12 per cent); station management (26 stations--50 per cent); programming (32 stations--62 per cent); development (10 stations--19 per cent) and other unspecified responsibilities (six stations--12 per cent).

Eleven stations (21 per cent) reported employment of other individuals as part of the post-secondary services staff. They reported a total of 33 persons (average of three per station). Of the 33 other staff members, 11 (33 per cent) were reported to be full-time employees.

Broadcasting and Enrollments

Most stations reported offering formal and informal post-secondary series and some reported broadcasting in-service series.

Table 13

Post-Secondary Broadcasts and Enrollments

	Reporting N	Reporting Per cent*	N Series	# 2-year Colleges	# 4-year Colleges	Estimate Enrollments
In-service series	9	17	11	3	1	324
Formal series	28	54	57	15	39	8,762
Informal series	32	62	94	NA	NA	4,635 listeners

* Based on 52 stations which provided data on their post-secondary services.

The greatest effort is in broadcasting informal adult education series, followed by formal series. Stations broadcasting informal adult series indicated a heavy preference for prime time and early afternoon on weekdays. The least preferred times were weekends after 12:00 noon. The times preferred for broadcasting formal series are weekdays mid-morning, early afternoon and late evening.

Programming

As indicated by Table 13, the 52 stations which provide post-secondary services reported that they broadcast a total of 162 post-secondary series: seventeen in-service series, 57 formal post-secondary series and 94 informal adult series. There is some duplication in these numbers since more than one station might broadcast an individual series. Of the 168 series, 12 (seven per cent) were broadcast by more than one station. It is interesting to note (see Table 14) that two of those series, Foundations of American Nationalism (the first formal college series produced by NPR, in conjunction with the University of Mid-America) and Adventures in Good Music, were considered formal series by some stations and informal series by others. In both cases, NPR carriage reports showed more stations airing the series than the number responding to this survey. Apparently, some stations broadcast those series but do not consider them as informal adult education series.

Two stations each broadcast four in-service series in 1978-79. They were WSSR-FM, Springfield, IL and KTDB-FM, Ramah, NM.

The leaders in the broadcast of formal post-secondary series were: WUSF-FM, Tampa, FL, (6); WGTD-FM, Kenosha, WI (6); WAMU-FM, Wasington, DC (5); WOSU-AM, Columbus, OH (5); KCMW-FM, Warrensburg, MO (4); and WBJC-FM, Baltimore, MD (3).

Leading in the broadcast of informal adult education series were: KMXT-FM, Kodiak, AK (7); KCRW-FM Santa Monica, CA (7); WHA-AM, Madison, WI (7); KUT-FM, Austin, TX (7); KPFK-FM, Los Angeles, CA (7); KPBS-FM, San Diego, CA (6); WWNO-FM, New Orleans, LA (6); KCMW-FM, Warrensburg, MO, (5); KCSM-FM, San Mateo, CA (5); KUAC-FM, Fairbanks, AK (5); and KBYU-FM, Provo, UT (5).

(It should be noted that stations were only given space to report four series titles in each category. Therefore, it is reasonable to expect that some stations actually broadcast more series than reported. It is also possible that some stations provided additional series in non-broadcast formats. These data might under-report the true situation.)

Table 14

Post-Secondary Series Reportedly* Broadcast By More Than One Station

Series Title	N of Users	Per cent**
In-Service Series		
None		
Formal Post-Secondary Series		
Foundations of American Nationalism	5	10
Adventures in Good Music	2	4
Piano Music in Performance	2	4
University Forum	2	4
Music Appreciation	2	4
Ohio Pharmaceutical	2	4
Personal Finance	2	4
Informal Adult Series		
Options in Education	11	21
Foundations of American Nationalism	7	13
Adventures in Good Music	3	6
The People Are The Cities	3	6
One Land, Many Voices	2	4

* Stations listed only those series which were perceived as educational. Options in Education, for instance, was listed by only 11 stations, whereas NPR estimates that it was carried by approximately 180 stations.

** Based on 52 stations which provided detailed data on their post-secondary services.

Special Educational Services

As with K-12 services, some respondents indicated that they provide additional special services for special post-secondary groups. Those services, aimed mainly at the handicapped and minorities, are shown in Table 15.

Table 15

Special Post-Secondary Educational Services

	Special Programming		Special Services		Educational Advisory Committees	
	N	Per cent*	N	Per cent*	N	Per cent
Handicapped	15	29	2	4	6	12
Gifted	4	8	1	2	3	6
Minorities	13	25	2	4	10	19
Women	9	17	2	4	11	21
Parents	7	14	0	0	6	12
Other Groups	8	15	1	2	2	4

* Based on 52 stations which provided data on their post-secondary services.

Other Services

Of the 52 stations which provide post-secondary services, four respondents (eight per cent) provide other post-secondary services. Two singled out promotion and viewer guides as additional services. Two pointed to closed circuit distribution and consultation with colleges and universities.

Coordination with Television

Four of the 52 stations which provide post-secondary services (eight per cent) broadcast a total of six series which are coordinated with television series. Specific mention was made of The Scarlet Letter, Teaching Children With Special Needs, The Shakespeare Plays, The Adams Chronicles, Issues in Music, and Shakespeare: A Portrait In Sound.

Audience Interaction

Six of the 52 stations (12 per cent) indicated that a total of 12 post-secondary series are audience interactive. This compares to two stations responding to a similar question concerning K-12 programming. Most of the series were highly practical for the listener: Gardening, auto repair, marketing, salesmanship and consumer concerns.

D. Future Services

Respondents from 54 of the 62 stations reporting detailed data on their educational services (87 per cent) indicated that they would use more educational programming from national sources. (This compares to 89 per cent of all respondents in the 1975-76 study.) As in 1975-76, the respondents exhibited greatest interest in formal and informal post-secondary resources.

They anticipated mostly main-channel distribution for those program resources, but also projected SCA and tape/cassette distribution, especially for formal post-secondary programs. K-12 programming and in-service series consistently received less attention than formal and informal post-secondary programming.

Table 16

Future Educational Program Distribution

Program Level	Main-channel N	Main-channel Per cent*	Sub-channel N	Sub-channel Per cent*	Tape/Cassette N	Tape/Cassette Per cent*	Other N	Other Per cent*
K-6	12	19	12	19	17	27	1	1
7-9	10	16	11	18	16	26	1	1
10-12	7	11	11	18	16	26	1	1
Formal Post-Secondary	26	42	20	32	22	36	2	3
Informal Adult Education	37	52	15	24	14	23	1	1
In-service	5	8	14	23	15	24	2	3

* Based on 62 stations which provided detatiled data on their educational programming and/or services in 1978-79.

IV. DISCUSSION OF FINDINGS

At the time the screener for this study was sent out, there were 202-CPB-qualified radio stations in the United States and the U.S. Territories. Usable responses were received from 191 stations (95 per cent). The second phase was sent to 88 of the stations which indicated that they provided educational broadcast and/or services. 62 stations (70 per cent) provided detailed data on their educational services and are included in this analysis. Sixteen additional stations verified that they provided services but did not complete the detailed questionnaire and are excluded from these findings.

K-12 Services

Twenty-one stations (10 per cent of all CPB-qualified stations) were providing K-12 educational services. Because most other K-12 services depend upon the provision of K-12 educational programming, these 21 stations became the base for most other analyses in the K-12 section.

Seven of the 21 stations (33 per cent) have full-time instructional directors on their payrolls. More stations (13) employ full-time utilization personnel. In addition, 15 stations employ part-time utilization personnel.

Because the 21 stations which provide K-12 services represent only ten per cent of the total number of public radio stations, it would seem that K-12 educational services are not among the priorities of the majority of public radio stations in the United States. This assumption is supported by responses to the question about future national programming services. Elementary and secondary programming received only one-third as much interest as informal post-secondary programming.

Virtually all stations which provide K-12 services rely exclusively on main-channel broadcast frequency for distribution. In addition to broadcasting programs, most of those stations (86 per cent) provide printed curriculum materials for teachers and utilization services (76 per cent). Four stations attempt to coordinate one or more of their instructional series with television series.

The nature of educational radio services <u>when they are provided</u> by public radio stations closely parallels the type of educational services provided by public television. Educational series and courses are broadcast. Some are produced locally. Curriculum materials are made available to the classroom. The educational services are provided under formal or informal agreements and representatives of educational constituencies are involved in program selection and scheduling decisions.

In addition, both public radio and television provide special services for a variety of special audiences such as the handicapped, the gifted and minority groups.

Post-Secondary Services

There is more public radio involvement in post-secondary education. Whereas only 10 per cent of public radio stations serve K-12 audiences, 26 per cent (52 stations) offer post-secondary services.

It should be noted that many stations were hampered in this study by an inability to list the number of colleges and agencies using post-secondary series or the total enrollment of students in the courses based on those series.

Stations displayed interest, as they did in the initial public radio survey, in the development of a national educational program resource for public radio. Most of the stations (87 per cent) currently offering educational services would like to have a national educational program resource and would seriously consider ways of using it effectively.

Appendix A

Survey Instrument

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Radio Survey

Academic Year July 1, 1978 to June 30, 1979

Notes For Completing This Survey:

1. **Please answer all questions with reference to the time period July 1, 1978 to June 30, 1979. Where necessary, project estimates for the time from now through June 30.**

2. **The purpose of this survey is to gather systematically a wide range of information on the educational services provided by stations and their affiliated agencies. Since the information is so broad in scope, it is likely that *more than one person will be involved* in providing the information for each station. For instance, within the station, information might be provided by the program manager and fiscal officer in addition to the Instructional Radio Director. Outside of the station, State Education Department or local school officials should be involved where they are directly involved in providing the instructional radio service.**

3. **If you broadcast elementary/secondary series, you have received SECTION I which deals with information on services provided to elementary and secondary schools (K-12). If you broadcast post-secondary series, you have received SECTION II which deals with post-secondary services including in-service education and informal adult education. This represents an attempt to document and track contributions by our profession to post-secondary education. SECTION III deals with future plans for educational series.**

4. **Some of the information is already provided on the first page of each section. Please check those items for accuracy and make corrections if necessary.**

5. **In reference to post-secondary programs, the term *"formal post-secondary series"* refers to those series which: are aimed at specific instructional objectives, are usually used in organized learning environments, provide feedback and/or "credit" to the viewer, and are frequently accompanied by learning materials. The term *"informal adult educational courses"* refers to those series which: can be construed as being aimed at general learning objectives, are usually used in the home and provide no (or limited) feedback to the viewer, yet are instructional in nature (e.g., "how-to" programs such as gardening, yoga, antiques). Some series can fall between categories or can be assigned to one category or another depending on the use which is made of them. For example, *Options in Education* was intended for general use. However, because of the development and availability of ancillary materials it will be considered by some stations as a formal post-secondary course. For example, an Ohio college is requiring students to listen to *Options in Education* as a supplement to a classroom course. In that case, it would be considered as a *formal* post-secondary series. *NOTE:* In the event that a series is being used in *both* formal and informal settings, enter it at the *higher* level (i.e., formal). *Do not report entries twice.***

6. **If you have any questions concerning definitions or if you need clarification of questions asked, please call Dr. Peter Dirr, Project Manager for Educational Analyses, Office of Educational Activities, Corporation for Public Broadcasting, (202) 293-6160.**

Thank you for your cooperation.

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Radio Survey
Academic Year Ending June, 1979

SECTION I: Educational Services, K-12

(PLEASE MAKE ANY NECESSARY CORRECTIONS DIRECTLY ON THIS LABEL)

(Please print or type all responses.)

A. Which K-12 educational services are you providing during 1978-79? (Check one.)

a. ☐ Programming only
b. ☐ Programming and other services

B. K-12 Educational Personnel

1. Person(s) responsible for educational services, K-12

	At Station	*At Other Agency (e.g. State Dept. of Education, Broadcast Council)*
Name(s):	_____	_____
Title(s):	_____	_____
Address:	_____	_____
	_____	_____

---

2. At the station, is this a full-time responsibility? 1. ☐ Yes 2. ☐ No

If no, indicate what additional responsibilities that person has. (Check *all* that apply.)

a. ☐ Post-secondary services
b. ☐ Station management
c. ☐ Programming
d. ☐ Development
e. ☐ Other (specify) _____

3. List the number of *other K-12 educational* personnel. Include clerical. Exclude the person(s) listed in question B.1.

Number of other K-12 educational personnel employed directly by station. a. _____

Number of other K-12 educational personnel employed by a related agency such as Broadcast Council or State Education Department. b. _____

---

4. Indicate the function(s) served by non-paid personnel (i.e. volunteers and trainees) in providing K-12 educational services by filling in the *number of persons* in the appropriate space(s).

Function	*Number of Community Volunteers*	*Number of College Students Trainees*	*Number of Other (Specify)*
Administration			
Research			
Utilization			
Promotion			
Clerical Support			
Production			
Other Service (Specify):			
_____			

C. *Production* of K-12 Educational Programs

If your station has produced *K-12* educational programs during this academic year (July 1, 1978 through June 30, 1979), please complete the following.

Names of Series/Programs	No. of Programs	Length of Programs	Comments on Distribution Availability[1]	Co-op[2]	Subject Matter Area	Grade Level

[1]Not Available, Available, From Whom

[2]Check here if produced cooperatively with another station (including consortium productions) and indicate below who cooperating agencies are.

D. *Broadcast* of K-12 Educational Programs

1. Circle the lower and upper grade limits of your K-12 educational broadcasts.

Lower K - 1 - 2 - 3 - 4 - 5 - 6
Upper 7 - 8 - 9 - 10 - 11 - 12

2. Indicate the *number of K-12 series* you broadcast at each level.

a. Elementary _____
b. Secondary _____

E. K-12 Educational Services

1. Are curriculum materials (e.g. Teacher Guides or Student Workbooks) available for *any* of your K-12 educational series?

1. ☐ Yes 2. ☐ No

If no, go to question E.5.

2. For how many *series* are *teacher* materials available:

a. Directly from station? a. _____

b. From another agency (e.g. SEA, DOE) for schools in your coverage area? b. _____

3. For how many *series* are *student* materials available:

a. Directly from station? a. _____

b. From another agency (e.g. SEA, DOE) for schools in your coverage area? b. _____

4. Some stations distribute guides for individual series and others distribute "combined guides" (i.e. several series described in a single guide). Please estimate the *total number of guides* (e.g. 2,000 or 10,000) distributed directly by station or by other agencies to schools in your coverage area during 1978-1979.

a. Individual series guides _____

b. Combined guides _____

5. *Check* the types of other printed information which station provides directly to schools.

a. ☐ Technical information
b. ☐ Promotional/awareness material
c. ☐ Surveys/evaluations
d. ☐ Professional in-service information

6. Do you rent sub-channel converters to schools or individual listeners? 1. ☐ Yes 2. ☐ No

If yes, list the fee per year. _____

---

7. Are any of your K-12 educational series co-ordinated with TV series? 1. ☐ Yes 2. ☐ No

If yes, list the series. _____

_____

_____

---

8. Are any of your K-12 educational series audience interactive (e.g., call-in)? 1. ☐ Yes 2. ☐ No

If yes, list the series. _____

_____

---

9. Are utilization services available? 1. ☐ Yes 2. ☐ No

If yes, indicate:

a. Directly from station? 1. ☐ Yes 2. ☐ No

b. From another educational agency/bureau? (Specify: _____) 1. ☐ Yes 2. ☐ No

c. *Number* of persons from a. & b. providing utilization services on a *full-time* basis. c. _____

d. *Number* of persons from a. & b. providing utilization services on a *part-time* basis. d. _____

e. Is an additional fee charged for utilization services? 1. ☐ Yes 2. ☐ No

f. List types of services (e.g. school visits, workshops, conferences, broadcast utilization programs):

_____

_____

_____

_____

10. Indicate the constituencies which you consult in K-12 educational *programming* decisions. (Check *all* that apply.)

- a. ☐ Station personnel only (If checked, skip to question 11.)
- b. ☐ Curriculum content committee(s)
- c. ☐ Survey of teachers
- d. ☐ Survey of students
- e. ☐ State Department of Education personnel
- f. ☐ General educational advisory committee (other than curriculum committee)
- g. ☐ Parents
- h. ☐ College/university personnel
- i. ☐ Other (specify) _____

11. Indicate the constituencies which you consult in K-12 educational *scheduling* decisions. (Check *all* that apply.)

- a. ☐ Station personnel only (If checked, skip to question 12.)
- b. ☐ Curriculum content committee(s)
- c. ☐ Survey of teachers
- d. ☐ Survey of students
- e. ☐ State Department of Education personnel
- f. ☐ General educational advisory committee (other than curriculum committee)
- g. ☐ Parents
- h. ☐ College/university personnel
- i. ☐ Other (specify) _____

12. Indicate by *checking* (✓) the appropriate space(s) the way(s) in which you involve special groups in K-12 educational services.

	Special Programming	*Special Outreach Services*	*Advisory Committees*	*Other (Specify)*
The Handicapped (incl. learning disabled, emotionally disturbed, etc.)				
The Gifted				
Minority Groups				
Women's Groups				
Parent Groups				
Other (Specify):				
_____				

13. List the other K-12 educational services which your station provides to the schools (if any). _____

_____

_____

_____

F. Formal/Informal Agreements

Many stations provide some of their instructional services under "contracts" or "agreements" with their constituencies. In some cases, those "agreements" are implied and/or mandated by legislation or administrative housing of the licensee (e.g., in State Department of Education). In other cases, services are provided on an "informal" basis or under verbal agreements. Indicate which applies to you by *checking* the appropriate space(s).

	Types of Agreement		
Types of Programs	*Formal (Incl. contract, legislation, etc.)*	*Informal (Incl. verbal agreement)*	*No Agreements (Solely Station Decision)*
Elementary	_____	_____	_____
Secondary	_____	_____	_____

G. School Audience

Please complete the two tables which follow. Count each teacher and student only once, even if some view more than one program. *Do not* report cumulative figures. If you are in an "overlapping" broadcast area with other stations, list the overlapping stations here: _____

1. *Potential* K-12 Audience (i.e. all students broadcast coverage areas)
(Use ADA—Average Daily Attendance—figures)

	Public Schools	*Private/ Parochial Schools*
# Districts, Dioceses or other groupings		
# School Buildings		
# Students		
# Teachers		

2. Estimate of *Actual K-12 ITV Users* in 1978-79

	Public Schools	*Private/ Parochial Schools*
# Districts, Dioceses or other groupings		
# School Buildings		
# Students		
# Teachers		

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Radio Survey
Academic Year Ending June, 1979

SECTION II: Post-secondary Services

A. Which post-secondary educational services are you providing during 1978-79? (See instruction sheet for definition.)

a. ☐ Programming only
b. ☐ Programming and other services

B. Post-secondary Personnel

1. Person(s) responsible for post-secondary services.

	At Station	*At Other Agency*
Name(s):	_____	_____
Title(s):	_____	_____
Address:	_____	_____
	_____	_____

---

2. At the station, is this a full-time responsibility?

1. ☐ Yes 2. ☐ No

If no, indicate what additional responsibilities that person has. (Check *all* that apply.)

a. ☐ K-12 services
b. ☐ Station management
c. ☐ Programming
d. ☐ Development
e. ☐ Other (specify) _____

---

3. List the *number* of other post-secondary personnel.

a. Number _____

b. Full-time Equivalent _____

C. Post-secondary Services

1. Are you broadcasting *in-service* education series in 1978-79? 1. ☐ Yes 2. ☐ No

If yes, please complete the following.

Title of Series	*# Colleges Offering for Credit*		*# Districts Using for In-service*	*Estimated Enrollment*
	2 year	*4 year*		
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

(Use additional sheets if necessary.)

2. Are you broadcasting *formal post-secondary* educational series excluding in-service series in 1978-79? (See cover sheet for definition.) 1. ☐ Yes 2. ☐ No

If yes, please complete the following.

Title of Series	*# Colleges Offering for Credit*		*Estimated Enrollment*
	2 year	*4 year*	
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Use additional sheets if necessary.)

3. Indicate the hours during which you broadcast *formal* post-secondary educational series. (Check *all* that apply.)

Weekdays		*Weekends*
01 ☐	Early morning	☐ 09
02 ☐	Mid-morning	☐ 10
03 ☐	Noon	☐ 11
04 ☐	Early afternoon	☐ 12
05 ☐	Mid-afternoon	☐ 13
06 ☐	Late afternoon/early evening	☐ 14
07 ☐	Prime time	☐ 15
08 ☐	Late evening	☐ 16

---

4. Are you broadcasting *informal adult* education series in 1978-79? (See cover sheet for definition.) 1. ☐ Yes 2. ☐ No

If yes, please complete the following.

Title of Series	*Not Being Used By Educational Agencies (If checked here, skip next two columns)*	*Number of Agencies Using**	*Number of Estimated Users*
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Use additional sheets if necessary.)

* Please list types of agencies (e.g. museums, unions, churches, school districts, senior citizen centers) _____

---

5. Indicate the hours during which you broadcast *informal* adult education series. (Check *all* that apply.)

Weekdays		*Weekends*
01 ☐	Early morning	☐ 09
02 ☐	Mid-morning	☐ 10
03 ☐	Noon	☐ 11
04 ☐	Early afternoon	☐ 12
05 ☐	Mid-afternoon	☐ 13
06 ☐	Late afternoon/early evening	☐ 14
07 ☐	Prime time	☐ 15
08 ☐	Late evening	☐ 16

6. Indicate by *checking* (✓) the appropriate space(s) the way(s) in which you involve special groups in post-secondary educational services.

	Special Programming	*Special Outreach Services*	*Advisory Committee*	*Other (Specify)*
The Handicapped	_____	_____	_____	_____
The Gifted	_____	_____	_____	_____
Minority Groups	_____	_____	_____	_____
Women	_____	_____	_____	_____
Parent Groups	_____	_____	_____	_____
Other (Specify):				
_____	_____	_____	_____	_____

7. List the other post-secondary educational services which your station provides (if any).

_____

_____

_____

_____

---

8. Are any of your post-secondary educational series coordinated with TV series? 1. ☐ Yes 2. ☐ No

If yes, list the series.

_____

_____

_____

_____

---

9. Are any of your post-secondary educational series audience interactive (e.g., call-in)? 1. ☐ Yes 2. ☐ No

If yes, list the series.

_____

_____

_____

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Radio Survey

Academic Year Ending June, 1979

SECTION III: Future Recommendations

1. If within the next two years a national program resource were developed for educational radio, would you seriously consider ways of effectively using the programs? 1. ☐ Yes 2. ☐ No

   If no, why not? _____

   _____

   _____

   _____

2. If an educational program resource were available, which program level would you be most inclined to to use and how? (*Check appropriate* lines and refer to instruction sheet for definitions of post-secondary program levels).

Program Levels	*Distribution*			
	Main Channel	*Sub-channel*	*Tape/Cassette*	*Other (Specify)*
K - 6	_____	_____	_____	_____
7 - 9	_____	_____	_____	_____
10 - 12	_____	_____	_____	_____
Formal Post-secondary	_____	_____	_____	_____
Informal Adult Education	_____	_____	_____	_____
In-Service	_____	_____	_____	_____

Appendix B

Summary of Reported Public Radio Educational Activities by State and Licensee

Alaska

KUAC-FM, Fairbanks -- P.S. Informal programming
KMXT-FM, Kodiak -- P.S. Informal programming
KOTZ-AM, Kotzebue -- K-12 programming and other services

Arizona

KMCR-FM, Phoenix -- P.S. Formal programming

Arkansas

KASU-FM, Jonesboro -- P.S. Informal programming

California

KLON-FM, Long Beach -- K-12 programming and other services
KPFK-FM, Los Angeles -- P.S. Informal programming
KPCS-FM, Pasadena -- P.S. Formal programming and other services
KPBS-FM, San Diego -- P.S. Formal programming, P.S. Informal programming, P.S. In-service programming
KQED-FM, San Francisco -- P.S. Informal programming
KCSM-FM, San Mateo -- P.S. Formal programming, P.S. Informal programming
KCRW-FM, Santa Monica -- P.S. Informal programming

District of Columbia

WAMU-FM, Washington -- P.S. Formal programming

Florida

WKGC-FM, Panama City -- K-12 programming
WUSF-FM, Tampa -- P.S. Formal programming and other services.

Georgia

WABE-FM, Atlanta -- K-12 programming and other services

Illinois

WSIE-FM, Edwardsville -- P.S. Formal programming, P.S. Informal programming, P.S. In-service programming.
WCBU-FM, Peoria -- P.S. Informal programming
WSSR-FM, Springfield -- K-12 programming, P.S. Informal programming

Indiana

WIAN-FM, Indianapolis -- K-12 programming and other services

Iowa

WOI-AM, Ames -- P.S. Informal programming and other services
WSUI-AM, Iowa City -- P.S. Formal programming, P.S. Informal programming.

Kansas

KMUW-FM, Wichita -- P.S. Informal programming

Kentucky

WFPL-FM, Louisville -- K-12 programming, P.S. Informal programming

Louisiana

WWNO-FM, New Orleans -- P.S. Informal programming

Maryland

WBJC-FM, Baltimore -- P.S. Formal programming and other services

Michigan

WAUS-FM, Berrien Springs -- P.S. Formal programming
WFBE-FM, Flint -- K-12 programming and other services
KAXF-FM, Grand Rapids -- P.S. Formal programming, P.S. Informal programming and other services

Minnesota

KUOM-AM, Minneapolis -- K-12 programming, P.S. Formal programming

Missouri

KBFL-FM, Buffalo -- P.S. Formal programming
KWMU-FM, St. Louis -- P.S. Informal programming, P.S. In-service programming
KCMW-FM, Warrensburg -- K-12 programming and other services, P.S. Formal programming, P.S. Informal programming and other services

Nebraska

KIOS-FM, Omaha -- K-12 programming

New Mexico

KTDB-FM, Ramah -- P.S. In-service programming and other services

North Carolina

WFDD-FM, Winston-Salem -- K-12 programming

North Dakota

KFJM-AM, Grand Forks -- P.S. Informal programming

Ohio

WCBE-FM, Columbus -- K-12 programming
WOSU-AM, Columbus -- P.S. Formal programming, P.S. Informal programming and other services
WOSU-FM, Columbus -- P.S. Formal programming, P.S. Informal programming and other services
WCSU-FM, Wilberforce -- K-12 programming and other services, P.S. Informal programming

Oregon

KOAC-AM, Corvallis -- K-12 programming, P.S. Formal programming P.S. Informal programming and other services

KBPS-AM, Portland -- K-12 programming and other services

KOAP-FM, Portland -- K-12 programming, P.S. Formal programming P.S. Informal programming and other services

Pennsylvania

WUHY-FM, Philadelphia -- P.S. Formal programming and other services WQLN-FM, Erie -- P.S. Informal programming

South Carolina

South Carolina Education Radio Network, Columbia (3 stations) -- K-12 programming and other services, P.S. Informal programming, P.S. In-service programming.

South Dakota

KESD, Brookings -- P.S. Formal programming, P.S. Informal programming

Tennessee

WKNO-FM, Memphis -- P.S. Formal programming

Texas

KUT-FM, Austin -- P.S. Informal programming

Utah

KUSU-FM, Logan -- P.S. In-service programming

KBYU-FM, Provo -- P.S. Formal programming, P.S. Informal programming

Virginia

WHRO-FM, Norfolk -- P.S. Informal programming

WVWR, Roanoke -- P.S. Formal programming

Washington

KUOW-FM, Seattle -- P.S. Formal programming

West Virginia

WVPB-FM, Beckley -- P.S. Informal programming

Wisconsin

WGTD-FM, Kenosha -- P.S. Formal programming, P.S. Informal programming and other services

WERN-FM, Madison -- K-12 programming and other services, P.S. Formal programming

WHA-FM, Madison -- P.S. Formal programming, P.S. Informal programming and other services

Wyoming

KUWR-FM, Laramie -- P.S. Informal programming

Appendix C

Non-Respondents To Second Phase of this Study

Colorado

KENU-FM, Boulder -- K-12 programming, P.S. Informal programming Florida

WLRN-FM, Miami -- K-12 programming, P.S. Formal programming, P.S. Informal programming

Illinois

WBEZ-FM, Chicago -- K-12 programming, P.S. Formal programming, P.S. Informal programming, P.S. In-service programming

Kentucky

WBKY-FM, Lexington -- P.S. Informal programming

Massachusetts

WBUR-FM, Boston -- P.S. Informal programming

Minnesota

WSCD-FM, Buffalo -- P.S. Informal programming

Missouri

KBFL-FM, Buffalo -- P.S. Formal programming

New York

WAMC-FM, Albany -- P.S. In-service programming
WSLU-FM, Canton -- P.S. In-service programming
WBAI-FM, New York -- P.S. Informal programming
WNYC-AM, New York -- P.S. Informal programming
WNYC-FM, New York -- P.S. Informal programming

North Carolina

WVSP-FM, Warrenton -- K-12 programming, P.S. Informal programming

Ohio

WYSO-FM, Yellow Springs -- P.S. Informal programming

Texas

KVLU-FM, Beaumont -- P.S. Formal programming, P.S. Informal programming
KPFT-FM, Houston -- P.S. Informal programming

---

* These stations indicated in the screener phase of this study that they provide educational services. However, they did not respond to the detailed survey form in the second phase of this study. The programming categories listed after each station were determined through telephone interviews.